

Revising Nebraska's Physical Activity and Nutrition State Plan

Nutrition & Activity
FOR HEALTH
— PREVENTION WORKS

Department of Health & Human Services



Objectives

- Build and strengthen partnerships
- Get input on content and design of plan
- Learn about success stories
- Generate new ideas

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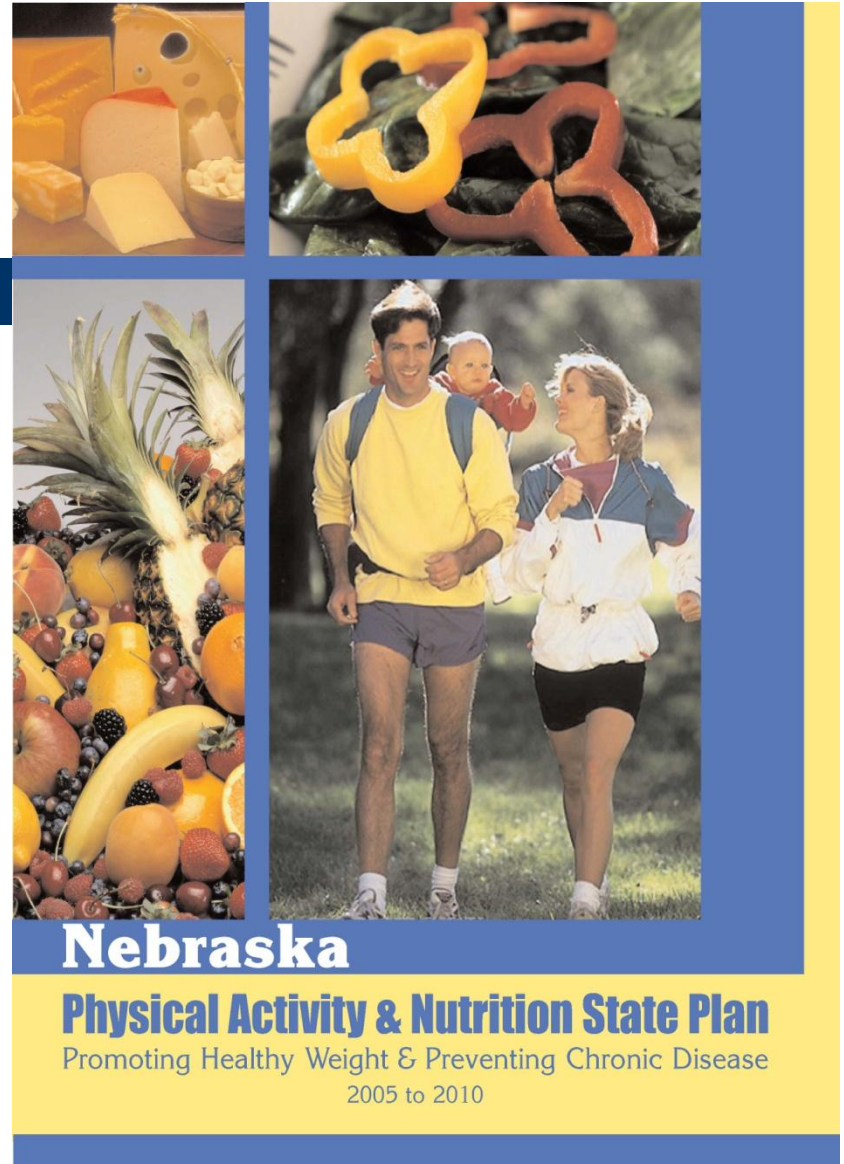
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Revising the Plan

- User-friendly
- Outcomes-based
- Focus on policy and environmental change
- Framed around CDC Priority Goals
- Uses evidence-based strategies



Two components of revised plan



- Traditional written document (as a PDF)
- User-friendly interactive website

Long Term Outcome

- Decrease chronic disease in Nebraska associated with physical inactivity and unhealthy eating.



Intermediate Outcome

- Increase the percentage of people living in Nebraska that are at a healthy body weight and decrease the percentage of youth and adults that are overweight or obese.

(To be achieved within 5-7 years of plan implementation)

Short Term Outcome

- Increase the percentage of people living in Nebraska that engage in a recommended level of physical activity and consume healthy foods daily. (To be achieved within 3-5 years of plan implementation)



Nebraska Physical Activity and Nutrition State Plan:

Promoting Healthy Weight & Preventing Chronic Disease

MISSION:

- Create a Nebraska where individuals, communities, and public and private entities share the responsibility for developing, **enhancing and maintaining** environments **and policies** that support and promote active lifestyles and healthy eating.

Population-Based Approaches

Why use policy and environmental strategies to impact behavior?

- Address health disparities and cultural awareness
- Greatest reach on a population level
- Interaction of behaviors between policy and environments
- Sustainability
- Long-term successful outcomes
- Resource limitations

A Comprehensive Approach

- Complement policy and environmental strategies by including:
 - Campaigns and informational approaches
 - Behavioral and social approaches
 - Provider-oriented approaches
 - Community setting approaches

Socio-Ecological Model



Focus for the revised plan



CDC Priority Goals

Six CDC Priority Goals

Increase

1. Breastfeeding
2. Fruit and Vegetable Consumption
3. Physical Activity

Decrease

1. Consumption of Energy-Dense Foods
2. Consumption of Sugar-Sweetened Beverages
3. Television Viewing

Based on best available data, we know that, in Nebraska...

- 2 in 3 adults and 1 in 3 youth are overweight or obese.
- Overwhelming majority are not consuming recommended amounts of F+V.
- Teens are drinking too much soda and not enough milk.
- Continued and exclusive breastfeeding is relatively uncommon.

Based on best available data, we know that, in Nebraska...

- Most teens do not meet physical activity recommendations and some spend too much leisure time in front of a screen.
- Overall, policy and environmental supports for healthy eating and physical activity within middle and high schools are limited.

Choose Priority Strategies



Identify Key Environment Activities



Identify Key Policy Activities

- **Big P**

- Federal, state, and local policies
- Rules and regulations-
State Level
- Guidelines and standards

- **Little p**

- Setting based rules and regulations
 - Worksites
 - Schools
 - Child care

Identify activities that reach the underserved – eliminate disparities



Identify communication activities



Identify advocacy activities



Identify funding sources



Brainstorm new partnerships



Discuss measurement



- Milestones
- Set of indicators
- Using mixed methods

Project timeline

By end of Jan 2011 – Basic content/structure defined by Task Forces

Feb 2011 – Advisory Board/Partner feedback on content

March-May 2011 – Website building

June 2011 – Written plan completed

July 2011 – Written plan released and web product launched